In the Claims:

1.(original) An electrically heated apparatus for dispensing fragrancing materials and other volatile substances to an enclosed volume comprising a container containing a quantity of a volatile substance, heating means, transfer means for transferring said volatile substance towards said heating means and a portable power supply for energising said heating means, characterised in that said heating means comprises a flexible thin film heater comprising a laminate having at least one laminar of resistive material and two insulating laminars attached to opposed surfaces of the resistive material laminar.

2.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material has positive temperature coefficient characteristics.

3.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material is a polymer thick film material or a polymer thin film material.

4.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material is formed at least partially from resistive ink.

5.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material is formed at least partially from resistive wire.

6.(previously presented) Electrically heated apparatus according to claim 1 wherein the laminar or resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 10 and 1000 microns.

7.(previously presented) Electrically heated apparatus according to claim 6 wherein the laminar of resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 10 and 100 microns.

8.(previously presented) Electrically heated apparatus according to claim 7 wherein the laminar of resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 20 and 50 microns.

9.(previously presented) Electrically heated apparatus according to claim wherein the thin film heater has an overall thickness of between 20 and 1000 microns.

10(currently amended) Electrically heated apparatus according to claim 1 ~~claim 9~~ wherein the thin film heater has an overall thickness of between 40 and 100 microns.

11.(previously presented) Electrically heated apparatus according to claim wherein the portable power supply comprises one or more battery cells.

12.(previously presented) Electrically heated apparatus according to claim 11 wherein the battery cell or cells are rechargeable.

13.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a capillary tube.

14.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a wick or capillary film.

15.(previously presented) Electrically heated apparatus according to claim 1 wherein said heating means is attached to or held in proximity to said wick or capillary film.

16.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is located at least partially within said wick.

17.(previously presented) Electrically heated apparatus according to claim 16 wherein said wick is cylindrical and said heating means is located in a bore of the cylinder.

18.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is wrapped at least partially around an outer surface of said wick.

19.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to energise said heating means periodically.

20.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is pre-programmed.

21.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is user defined.

22.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 5 minutes.

23.(currently amended) Electrically heated apparatus according to claim 19 ~~claim 22~~ wherein each period of energisation is for between 1 second and 1 minute.

24.(currently amended) Electrically heated apparatus according to claim 19 ~~claim 23~~ wherein each period of energisation is for between 1 second and 10 seconds.

25.(currently amended) Electrically heated apparatus according to claim 19 ~~claim 24~~ wherein each period of energisation is for between 1 second and 5 seconds.

26.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to switch said heating means periodically from a low power state to a high power state.